dbn design school asia

User Experience Design Accelerator Track

2022–2023
Programme specification

Information Office

1. General information

Awarding institute:	Design School Asia
Program name:	User Experience Design
Award:	Certificate
Program duration:	12 weeks + 1 week induction
Total UK credits:	15
Mode of study:	Part time
FEHQ level:	7

2. Program philosophy

User Experience Design is a professionally focussed, practice-led program specialising in UX|UI digital transformation guided by the principles of people-centered design research for you to create remarkable experiences across strategy, design and technology as a launchpad for career acceleration in Asia's fastest-growing creative industry.

3. Educational aims of the program

You will produce a remarkable proposition in response to a contextual or systematic user experience challenge that you have self-initiated. You will develop critical thinking through a rigorous investigation of problem solving using creativity, imagination and innovation towards a final workable outcome of a user experience prototype and value proposition that captures the remarkable experience of the project.

After 12 weeks of study you will take the final examination, You will also have the opportunity to showcase your work at the graduate online show.

What will I learn?
Working individually and collaboratively you will explore the methods, techniques and processes of User Experience Design using DSA's Common Basic Framework through the lens of people, technology and organisation. We aim to work with you, nurturing your people centred research methods, design iteration, critique and reflection to develop your confidence, professional behaviour attributes, and ultimately employability as an interactive designer of merit.

Equally as important as your design skills are those you need to externalise when operating with confidence in an entrepreneurial environment. You will learn how to construct models for value creation, user, strategy and capability contexts; and communicate to a non-design audience as your project stakeholders with a 'can do' attitude using your hand, heart and head—providing you with the competencies and

adaptability to thrive in your chosen career. Throughout the program we encourage an entrepreneurial mindset of self-actualisation that benefits yourself and others either in industry or start-up business.

How will I learn?

User Experience Design is a 15-credit program with 12–14 hours of notional study per week. We have developed an approach to blended learning from leading universities in the UK that delivers the highest quality design education and practice-based making and doing design skills.

Each week there are lectures, discussions with your tutors and classmates to get their perspectives, and practice-based design activities to develop your design skills and that help you understand the learning outcomes.

You access everything through an easy to use online learning platform: https://my.designschoolasia.com . We have developed a unique instance of *Moodle*, the world's best learning management system–used by The Open University amongst many other leading higher education institutes–to deliver the best comprehensive blend of learning acquisition, inquiry, practise, production, discussion and collaboration with you peers that includes weekly conversations with your Program Director.

The final two weeks of the program are preparation for your Independent Research Project (IRP) submission, Lean Canvas business case, and presentation.

4. Curriculum summary

Insight Development	Learning Sessions
Common Basic Framework Tier: 1 Credits: 2.5 Study hours: 24–28 Contact hours: 8	1. People Centred Design Principles 2. Individual Project 3. Research Methods and Ethics 4. Behavioural Journey Mapping 5. Design Sprints

Experience and Imagination	Learning Sessions

Common Basic Framework Tier: 1 Credits: 2.5 Study hours: 24–28 Contact hours: 8	1. Design Principles I: What Design Can Do, What Design Should Do 2. Group Project 3. Scaling Projects 4. Design Principles II: Experimentation, Speculation and Disruption 5. User Flow and Wireframe Ideation

Prototyping and Modelling	Learning Sessions
Common Basic Framework Tier: 1 Credits: 2.5 Study hours: 24–28 Contact hours: 8	1. Modelling and Prototyping Principles 2. Prototyping Iteration 3. Visualising Reflective and Reflexive Process 4. Accessibility and Inclusivity Affordance 5. Interim examination

Innovation and Entrepreneurship	Learning Sessions
Common Basic Framework Tier: 2 Credits: 2.5 Study hours: 24–28 Contact hours: 8	1. Independent Research Project (IRP) 2. User Experience Design for Service 3. Stakeholder Mapping 4. People-Centered Design for Social Innovation 5. Holistic Business Modelling

Value Creation	Learning Sessions
Common Basic Framework Tier: 2 Credits: 2.5 Study hours: 24–28 Contact hours: 8	1. Strategy: People, Technology and Organisation 2. Value Proposition and Context 3. Marketing Essentials 4. Behavioural Science Essentials

Leadership and Negotiation	Learning Sessions
Common Basic Framework Tier: 2 Credits: 2.5 Study hours: 24–28 Contact hours: 8	1. Communication Rhetoric for Non-Design Audiences 2. Lean Canvas Methodology 3. Pitching for Funding 4. User Experience Evaluation Metrics

5. Learning Outcomes of the program

There are three learning outcomes to the program that all the learning units are constructively aligned to; upon completion of the programme, students should be able to:

Translation

A1. Recognise the value of material relating to an audience and translate ideas and content across multiple physical and digital instances. Construct knowledge of the specific instance for a niche viable audience.

A2. Demonstrate an advanced understanding of the key principles and methods of research within art, design and the humanities.

Creation

B1. Produce work at an advanced level ie, which is at or near the forefront of your discipline and demonstrates your ability to make a creative, imaginative, innovative and individual response to a challenging self-set or external brief.

B2. Prototyping, ideation, making and iteration. Structured, procedural processes and positive reinforcement for prolific ideation (rather than validation for a single winning idea or crafted form) leads to more experimentation and time spent in both digital and physical making.

Articulation

C1. Effectively communicate using visual, written, and verbal rhetoric to a non-design, non-technical literate audience. Externalise and express the design for the user within the context of an organisation's strategy, business and capability context using leadership and negotiation.

6. Assessment and feedback

We have two formal (summative) assessment points in your program. Firstly an interim examination and then the Independent Research Project (IRP) examination at the end of the program. The two examination points are equally weighted. Students who fail coursework will be allowed to resubmit their work within one month. Students who fail their peer co-op evaluation will be asked to withdraw.

Further details regarding assessment and feedback including the educational aims rubric and co-op evaluation will be available to students at the start of the course.

7. Public facing events

Graduate show—an online digital platform showcasing Asia Pacific's most talented emerging user experience designers.

8. Award

A certificate of program completion issued by Design School Asia.

9. Admissions

DSA cross-program entrance requirements

A high standard of final year undergraduate work, or evidence of professional practice relevant to the program; and knowledge of subject and aptitude on interview.

Upon entry to any of the School's programs you should be able to demonstrate:

- Prior knowledge to the principles and elements of design in a historical and contextual setting.

- Enthusiasm, clarity, independent learning and critical engagement with the common basic framework of learning working across cultural, disciplinary and sectoral boundaries that provides a focus point for the exchange of theory and practice knowledge.

English language requirements

For candidates whose first language is not English, you must submit an original certificate of proficiency in English (including writing, speaking, listening and reading) from one of the following:

- IELTS: 6.0 overall with a minimum of 5.5 in each component; or

- TOEFL (Paper-Based) with a minimum of 550; or

- TOEFL (Internet-Based) with a minimum of 79; or

- SAT (Evidence-Based Reading and Writing) with a minimum of 450.

Applicant qualities

We are generally looking for candidates who can express their enthusiasm for creativity, imagination and innovation; and push themselves to experience self-actualisation through purpose–inventing new solutions that work with old emotions.

Program specific requirements

Candidates should have a fundamental understanding of visual design and interaction design; and a basic fluency with industry-standard design tools eg, Figma, Overflow, proto.io and Miro.

Document version control

Purpose/Change	Author	Date
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